
Launching
Powerful Outreach
to
Deliver Story-driven
Experiences


We Certainly Have
Our Work
Cut Out...
Don't we?

The Launch Pad for this Important Mission is the…

Kennedy Space Center℠

VISITOR COMPLEX

Kennedy Space Center℠
VISITOR COMPLEX



The Kennedy Space Center Experience sets forth everyday…
On a journey into the place that has, and will continue, to launch the future of Humankind's greatest adventure…

The Daring Exploration of Space…

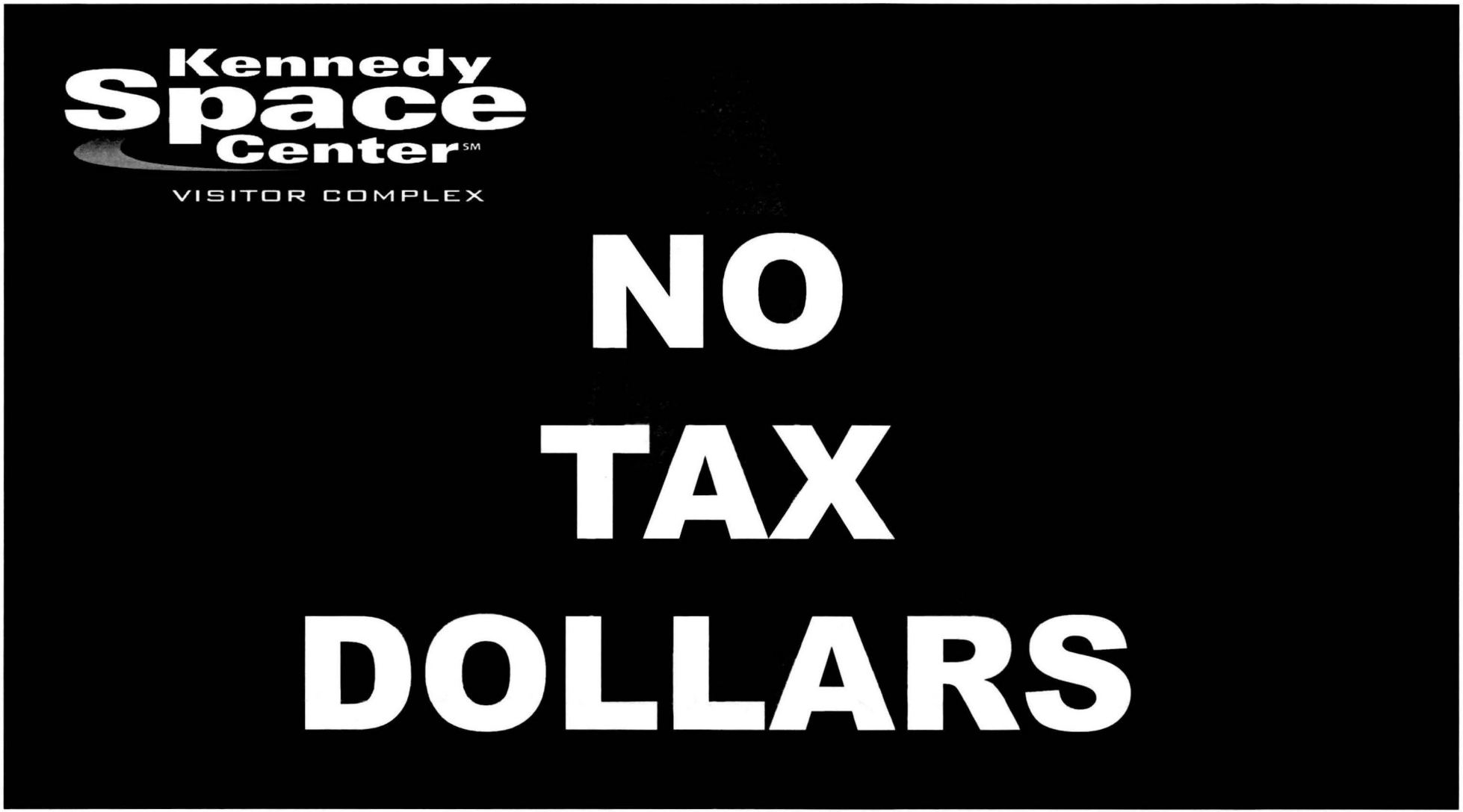
It is the mission of the KSCVC creative team to continually develop the KSCVC Experience, and shape it into becoming the most engaging and inspiring emotional experience that will tell the greatest stories, build lifelong memories, deliver an unparalleled guest experience and offer unprecedented access to… NASA's Kennedy Space Center, the hallowed ground, where nothing is impossible.

Mission of the
Kennedy Space Center Visitor Complex:

To tell the NASA story and inspire people to support the exploration of space.

Kennedy Space Center Visitor Complex Mission Objectives

- Tell the past, present and future NASA story in an engaging and emotional manner through immersive story-telling within all exhibits and experiences
- Protect and preserve the legacy of NASA's role in space exploration
- Create meaningful, engaging and inspiring educational programs to plant the seeds for future explorers
- Preserve, exhibit and interpret the KSCVC artifacts and historical properties and integrate these elements to deliver the authenticity of the NASA story
- Exceed visitors' expectations
- Recognize and meet the expectations of a diverse and transitioning audience while maintaining our commitment to inspiring visitors of all ages and from all nations
- Create a focused and fulfilling one-day experience
- Build on the current experience and success
- Deliver the best value possible to visitors
- Maintain and protect KSCVC's long-term financial sustainability


Kennedy
Space
Center℠
VISITOR COMPLEX
NO
TAX
DOLLARS

Our humble beginnings…



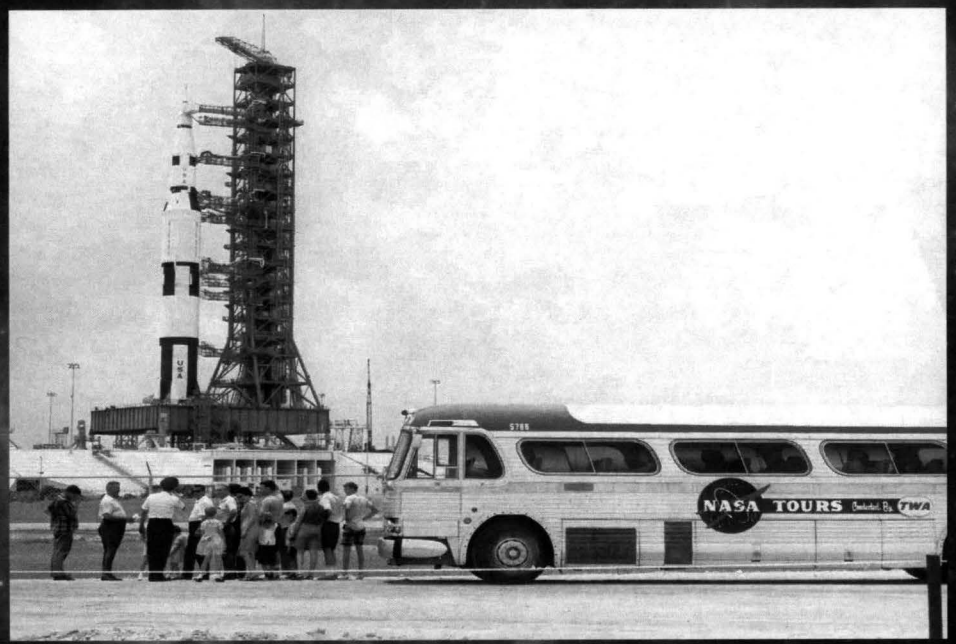
Our humble beginnings…



Our humble beginnings…



Our humble beginnings…

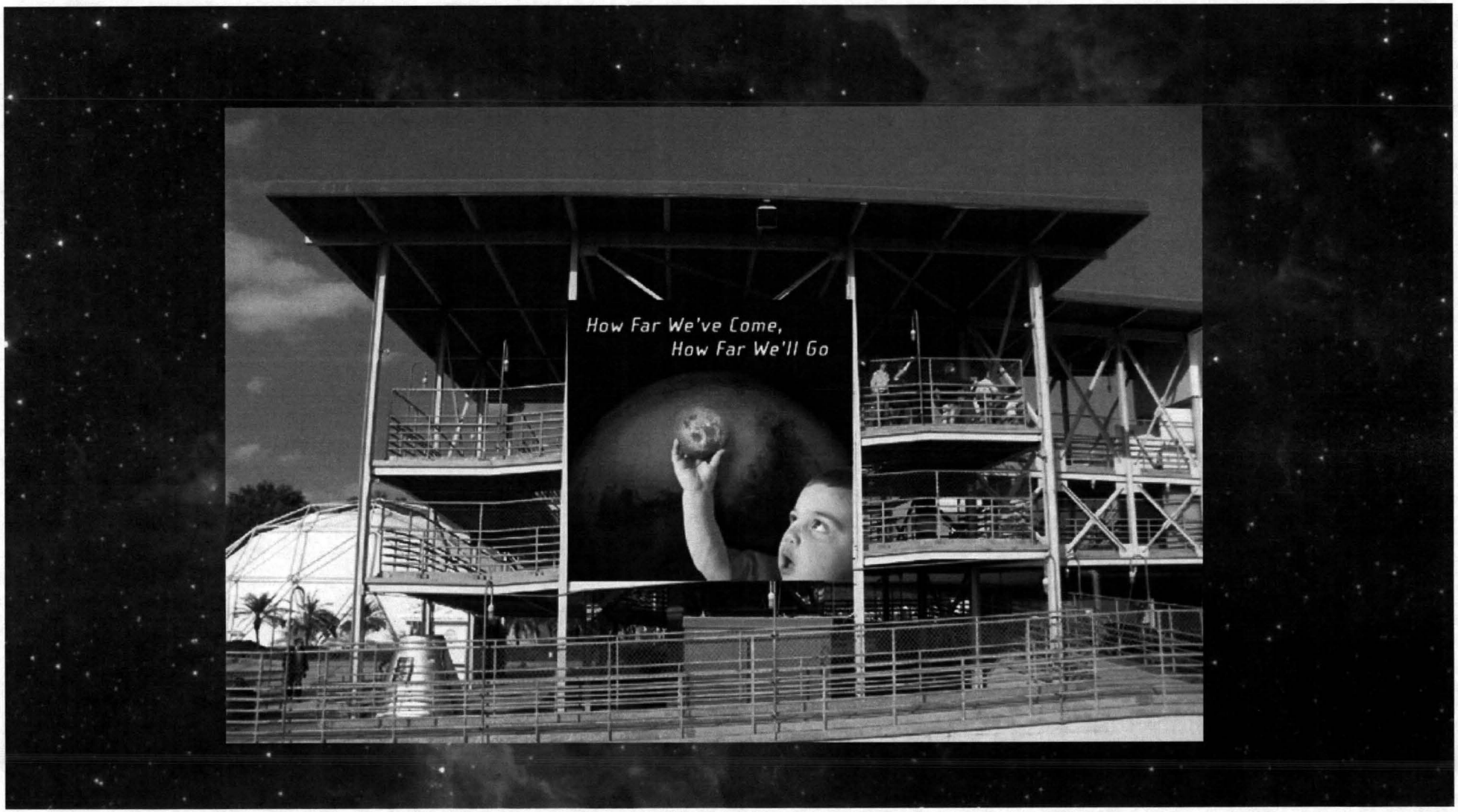


Our humble beginnings…








How Far We've Come,
How Far We'll Go

Who is our audience at the KSCVC?

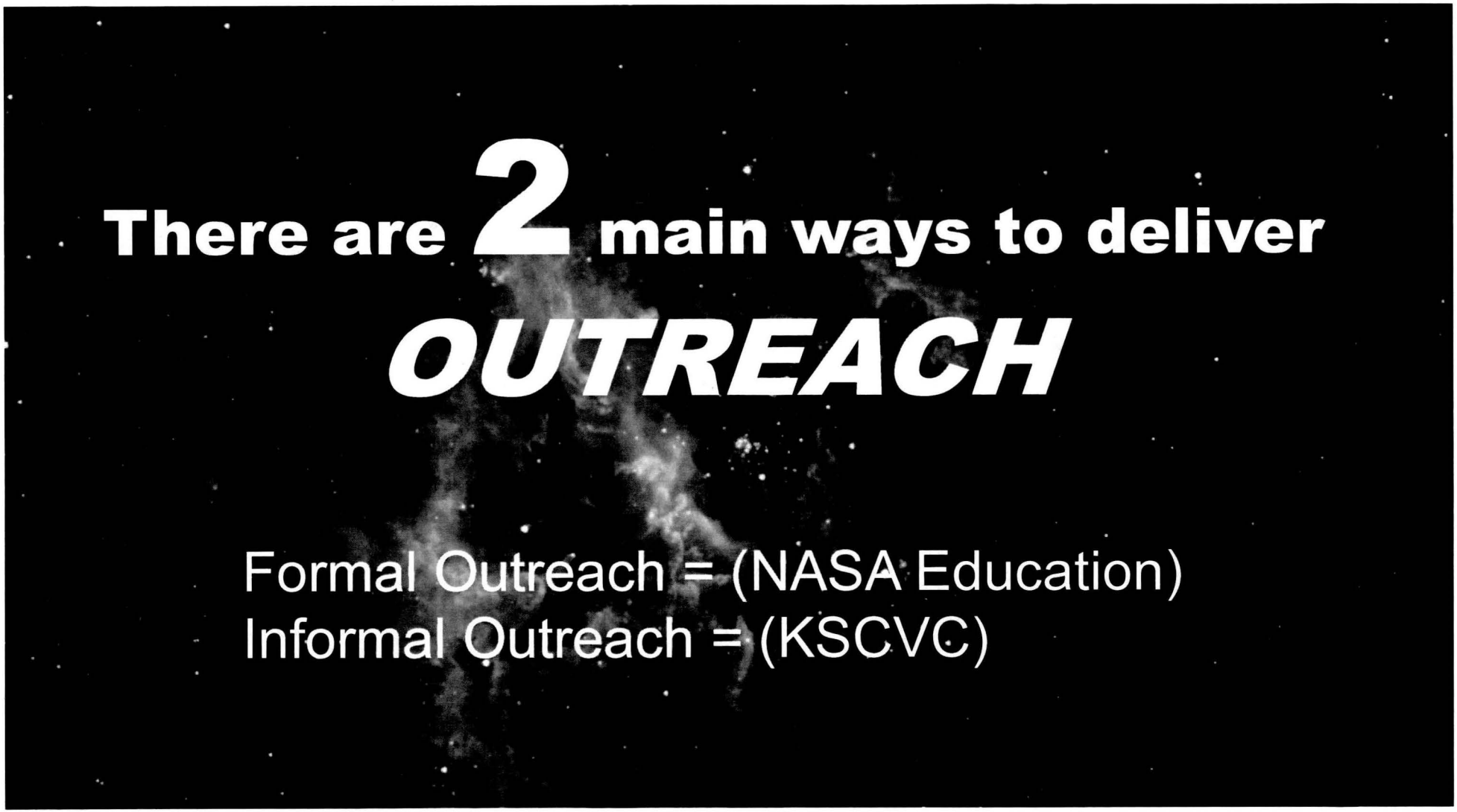
Families on Vacation…







Enrichment Seekers…


There are 2 main ways to deliver
OUTREACH
Formal Outreach = (NASA Education)
Informal Outreach = (KSCVC)

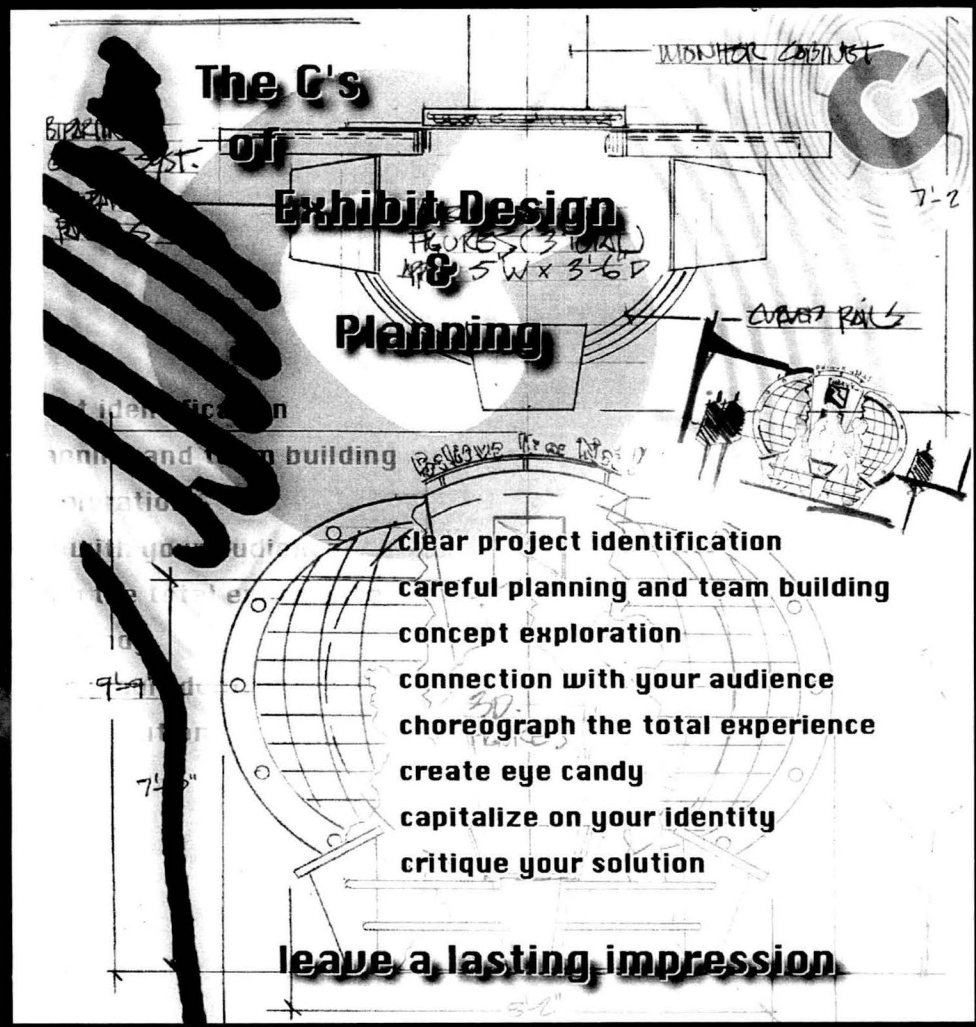
Experiential Outreach

It's All About...

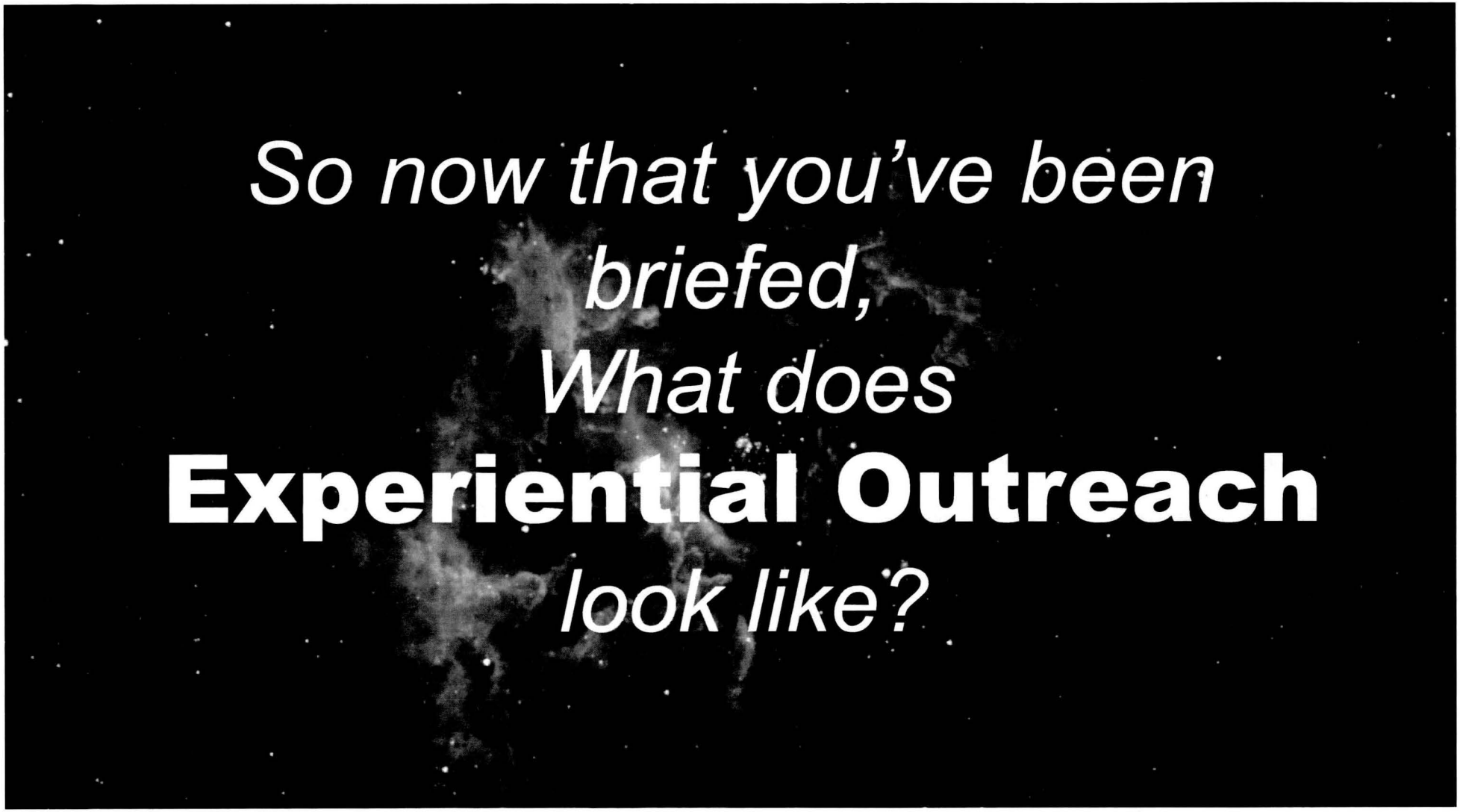
Exhibits with more "To Do"
Levels of Interaction
Creating Emotional Connections
Making Learning Fun and Thrilling
Maximizing Public Engagement


It IS definitely about making...
NASA
COOL, RELEVANT and ACCESSIBLE


Don't just communicate...
FASCINATE


The C's
of
Exhibit Design
&
Planning
clear project identification
careful planning and team building
concept exploration
connection with your audience
choreograph the total experience
create eye candy
capitalize on your identity
critique your solution
leave a lasting impression


NASA
Kennedy Space Center℠
VISITOR COMPLEX
Much like
MISSION PROCESSING,
creative experience design
takes...
PASSION, PEOPLE AND
PROCESS


So now that you've been
briefed,
What does
Experiential Outreach
look like?


EXPLORATION SPACE
EXPLORERS WANTED

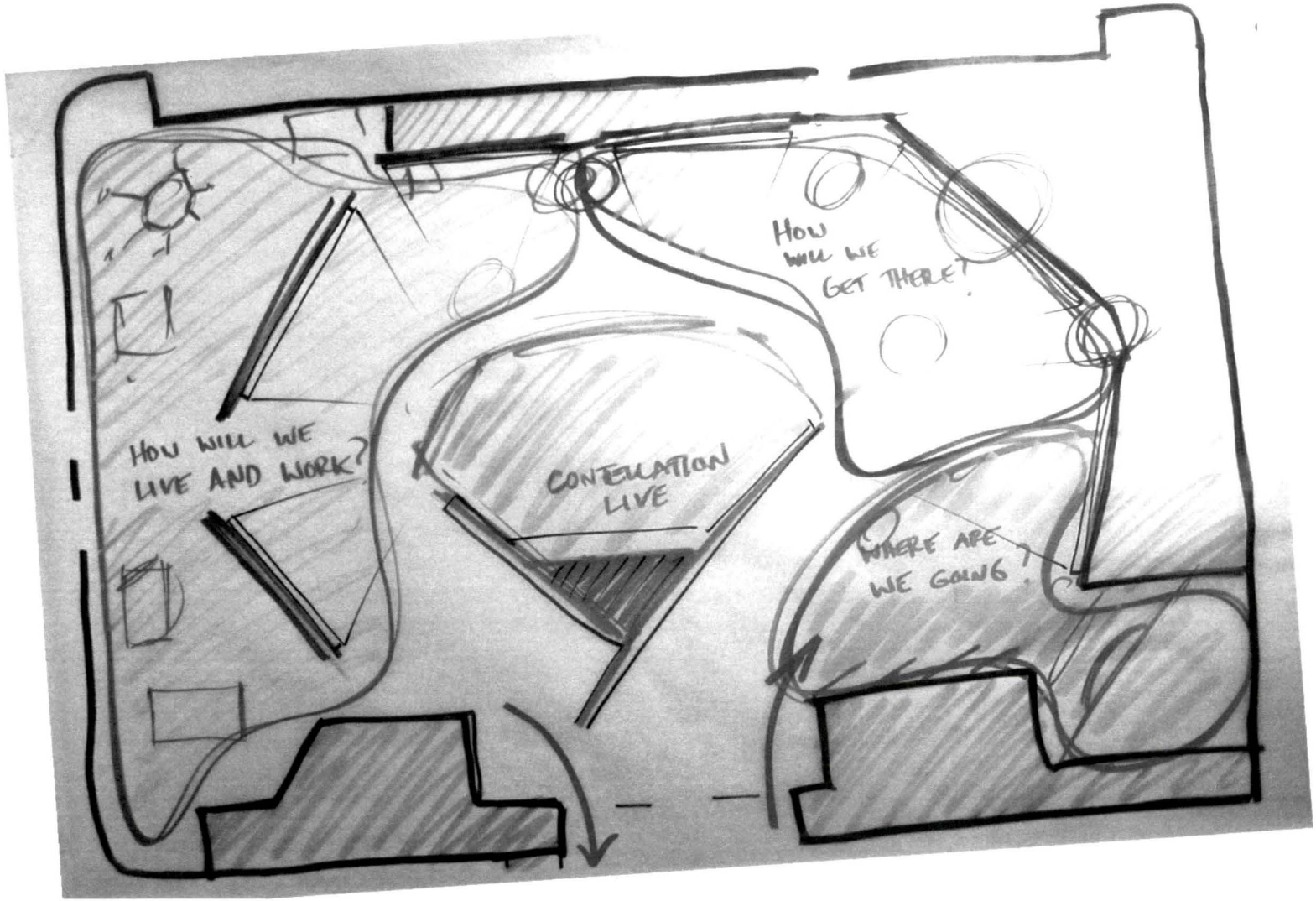
Objectives of
Exploration Space:

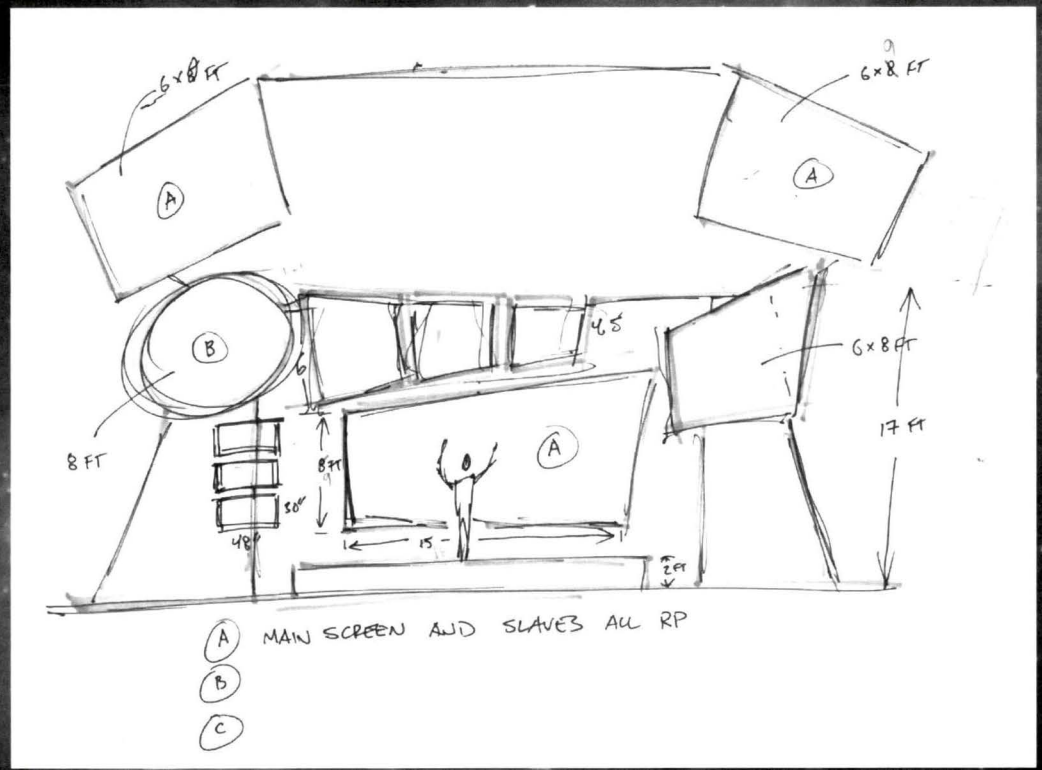
Inspire a new generation of explorers and supporters of the American space program

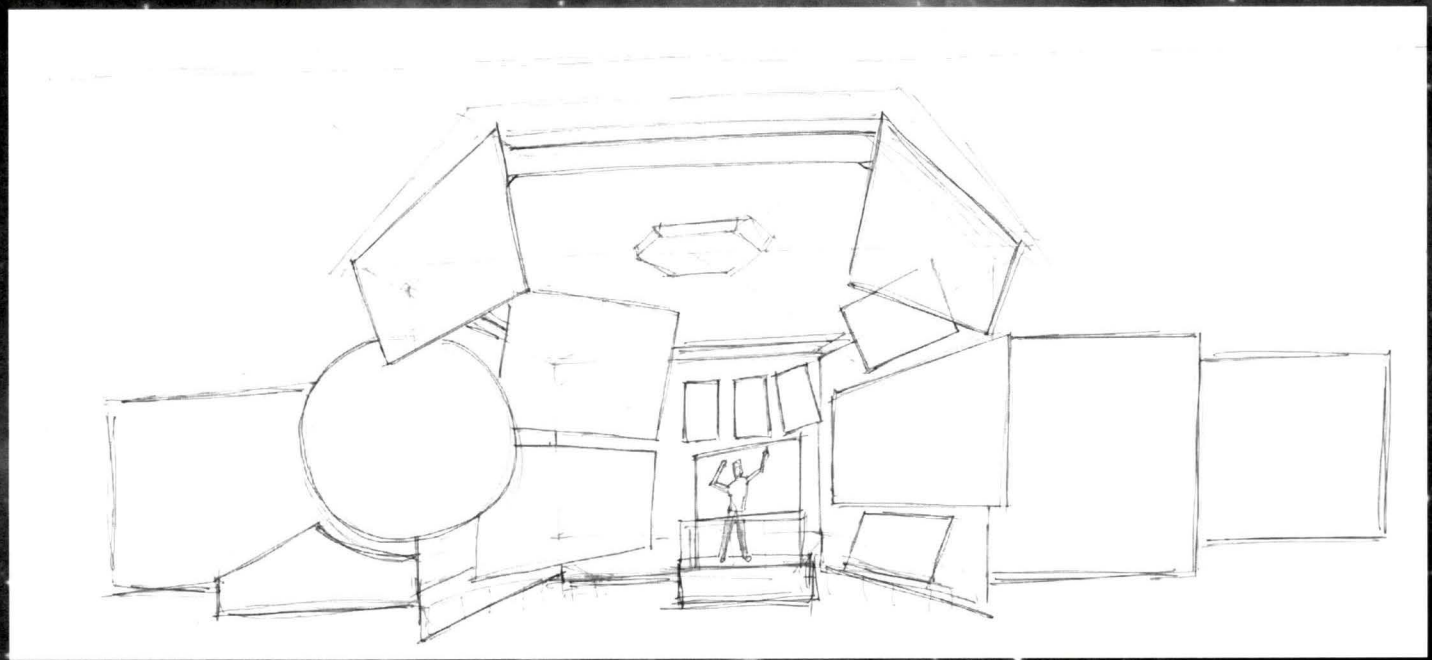
Celebrate and present NASA's future in space

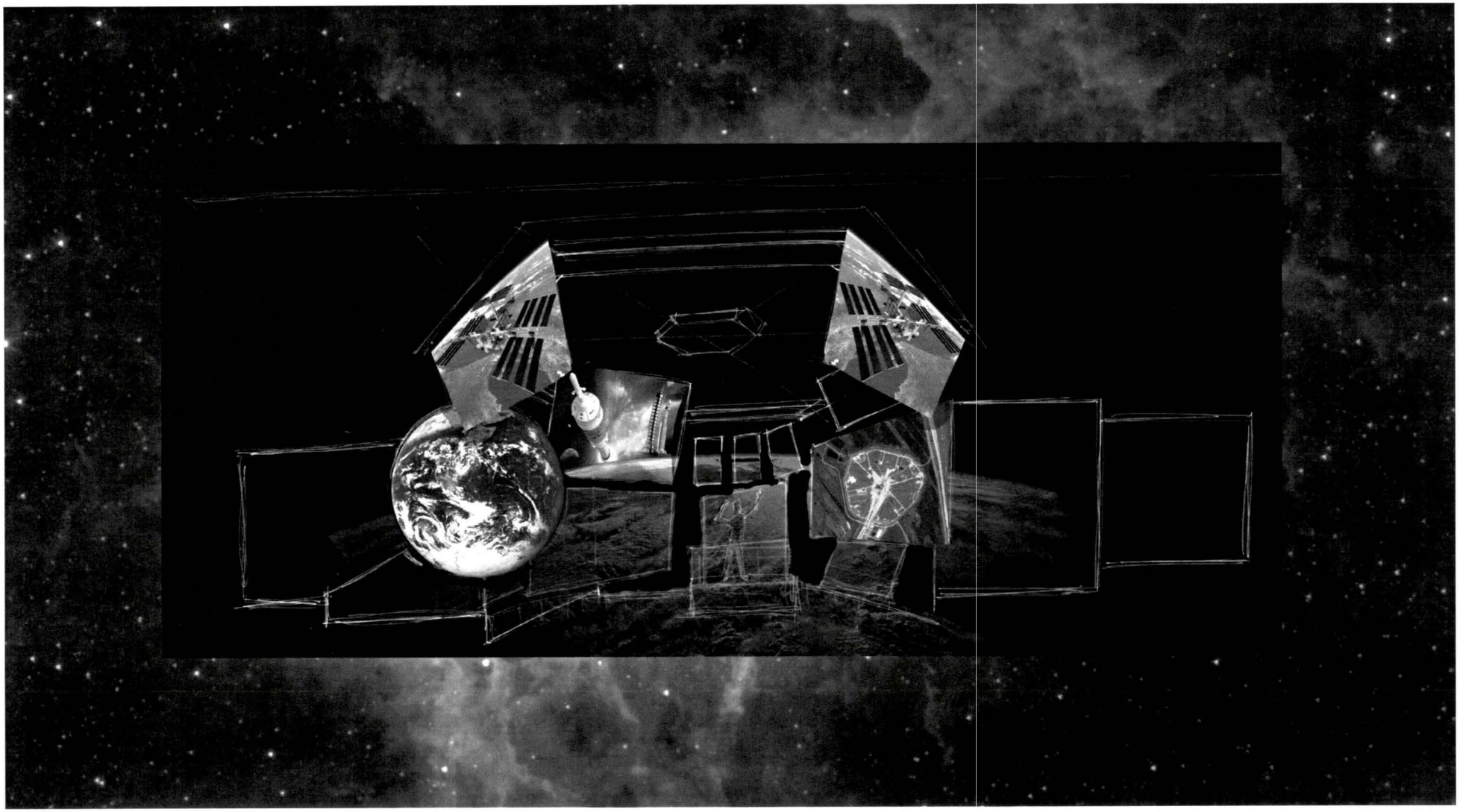

EXPLORATION SPACE
EXPLORERS WANTED
NASA
WORK THE NIGHT SHIFT
Exploration Space
EXPLORERS
WANTED

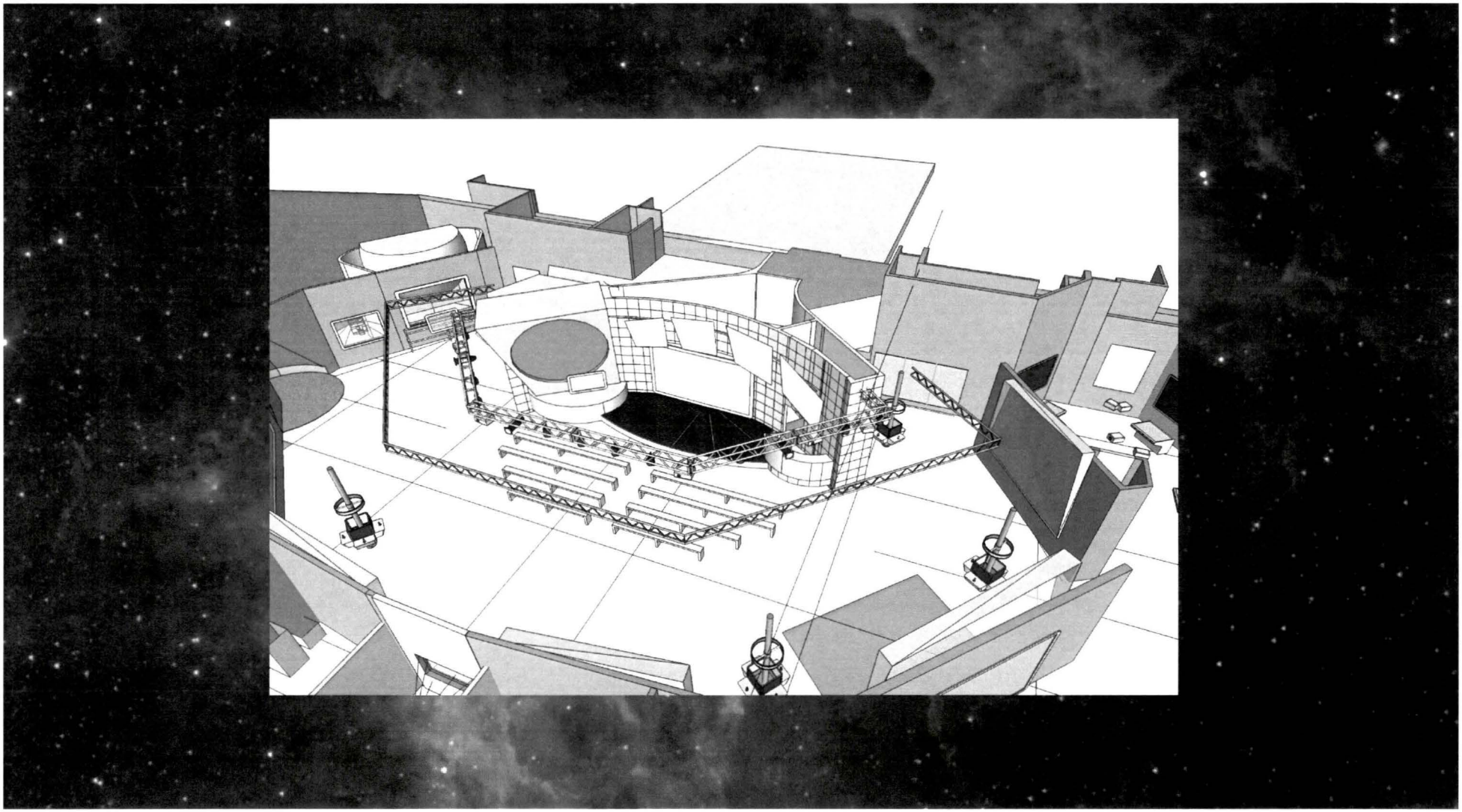

EXPLORERS WANTED:
"Hazardous journey, small wages, bitter cold,
long months of complete darkness, constant danger, safe return doubtful.
Honour and recognition in case of success."
Ernest Shackleton
Antarctic Explorer
1914


HOW WILL WE LIVE AND WORK?
CONSTELLATION LIVE
HOW WILL WE GET THERE?
WHERE ARE WE GOING?


6×8 FT
6×8 FT
A
A
B
4.5
6
6×8 FT
8 FT
8 FT
A
17 FT
30"
48"
15
2 FT
A MAIN SCREEN AND SLAVES ALL RP
B
C



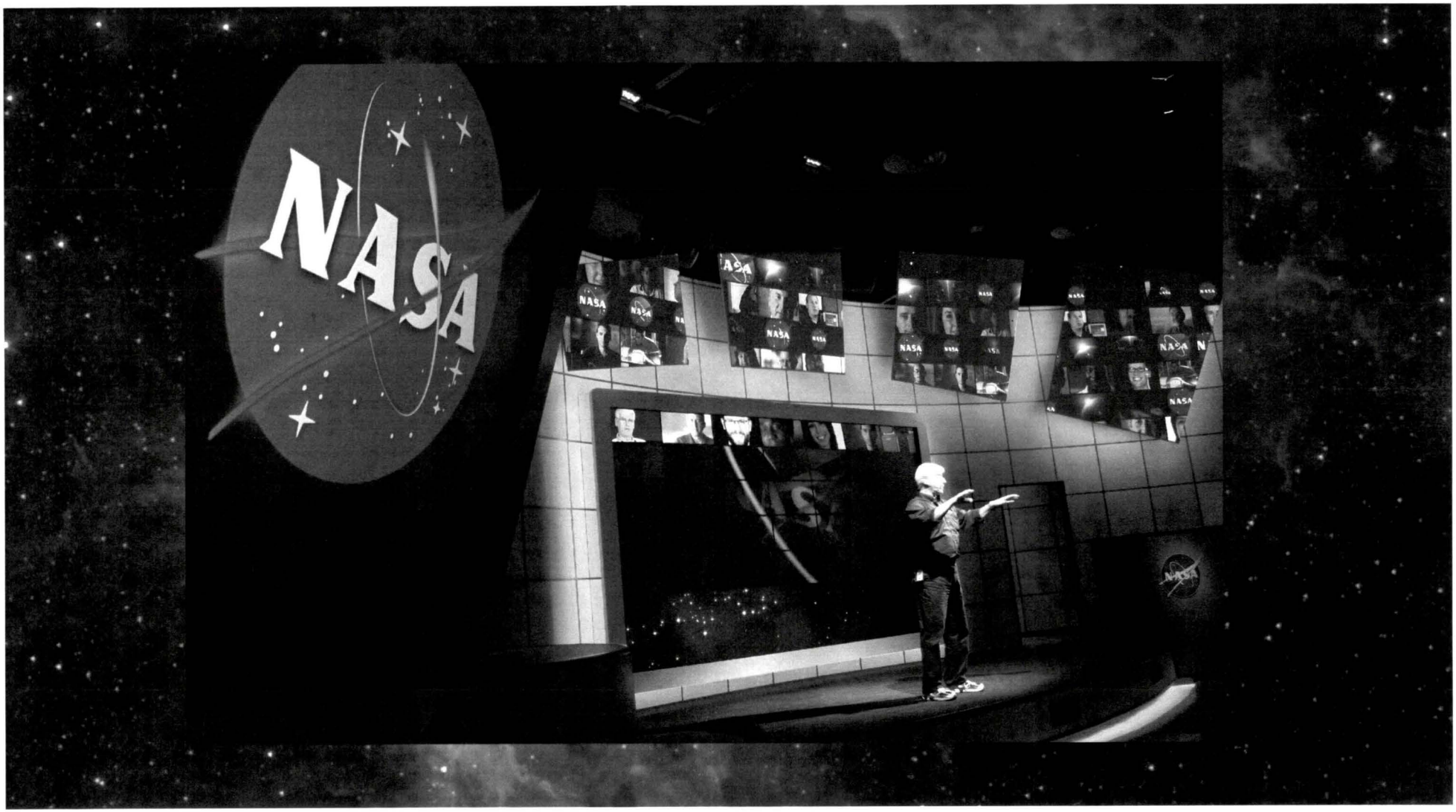




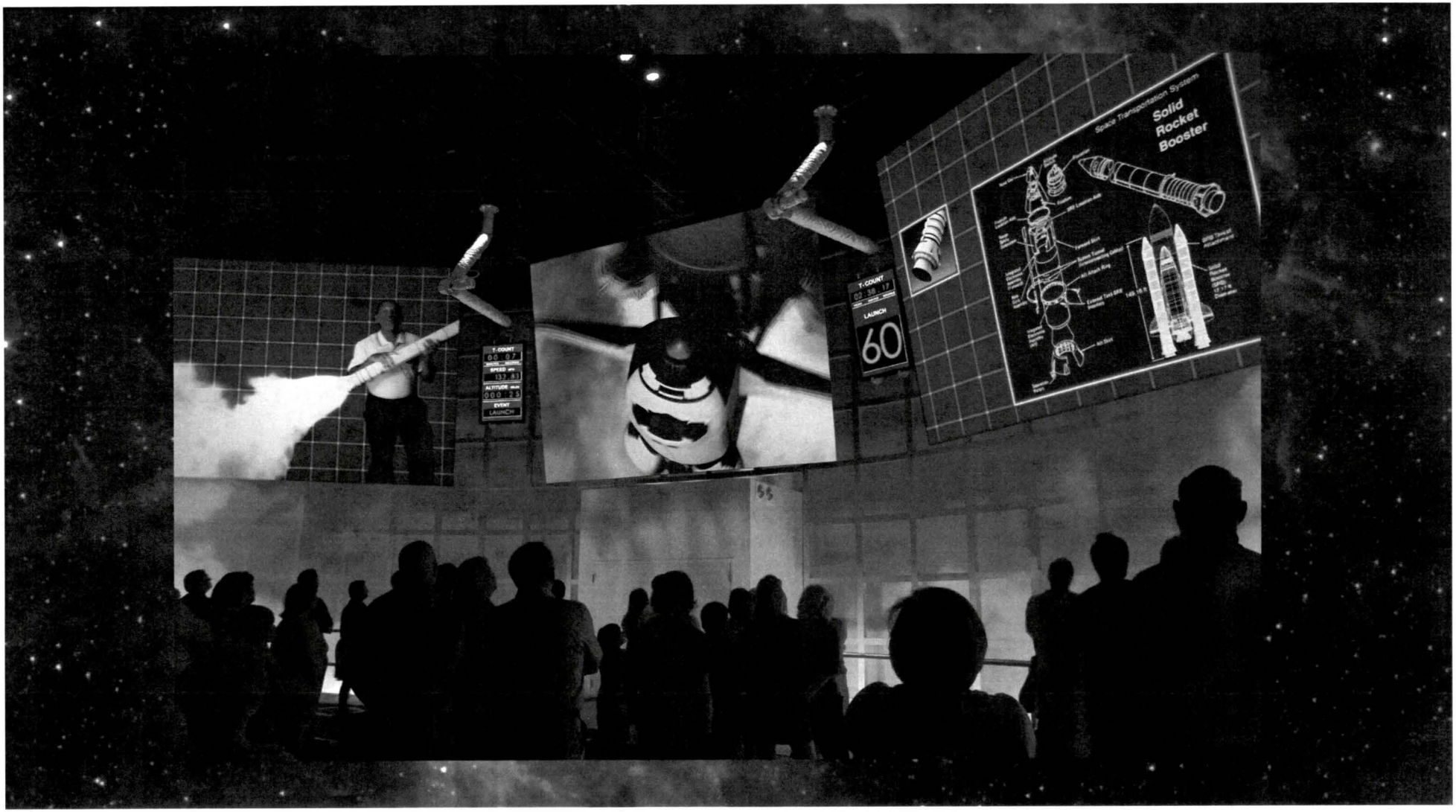



NASA
Mercury

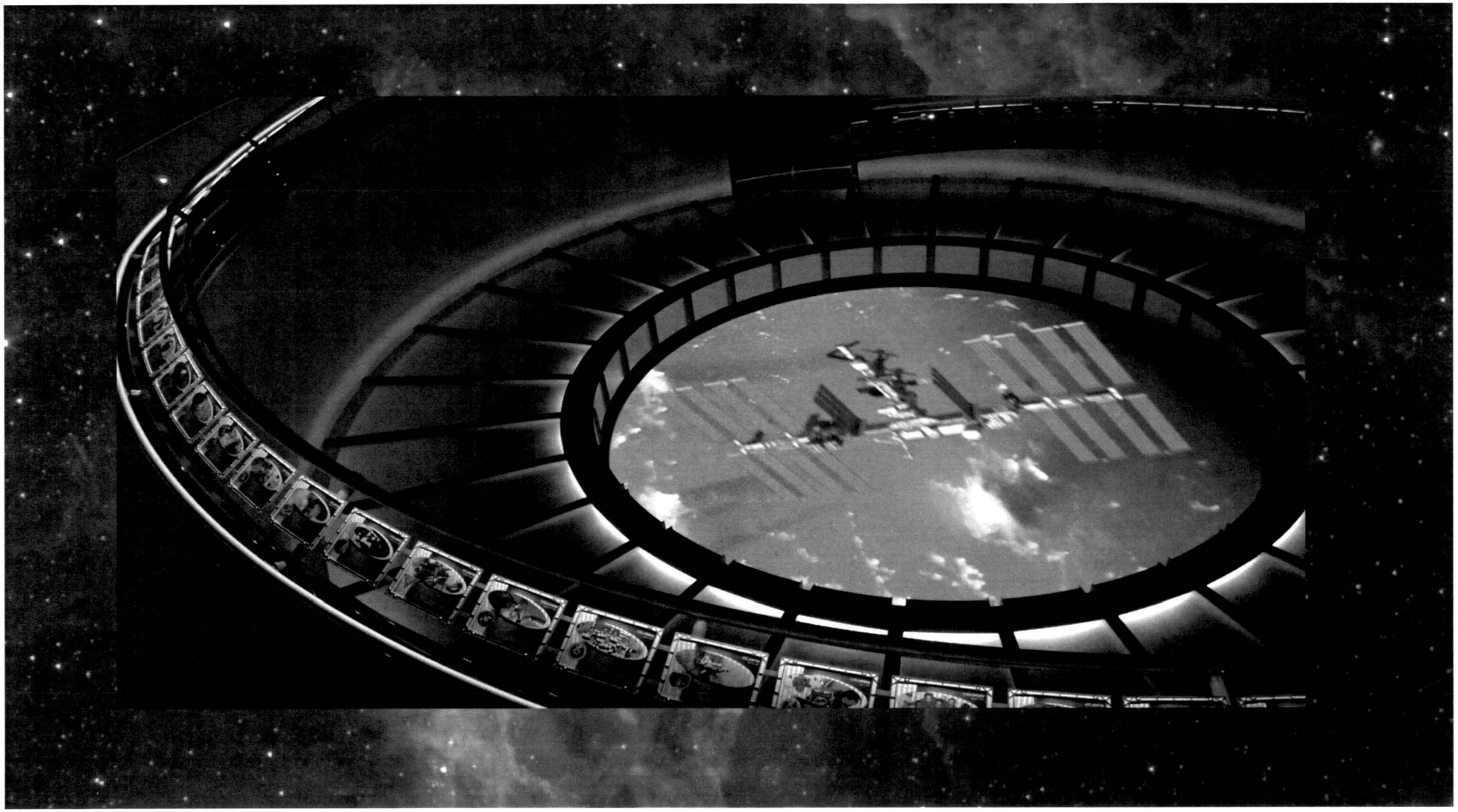



NASA

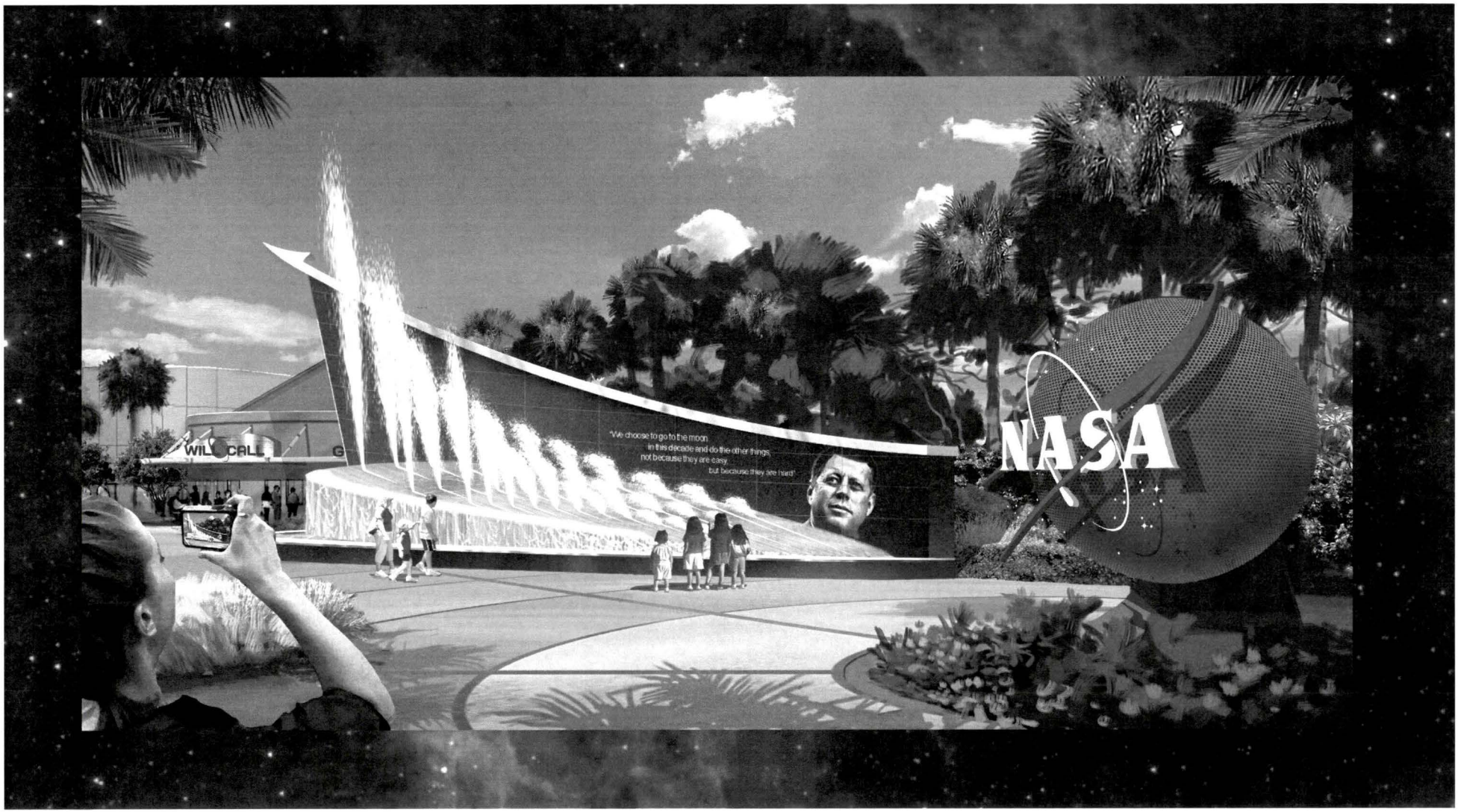

SHUTTLE LAUNCH
EXPERIENCE


T-COUNT
00 07
SPEED MPH
137.83
ALTITUDE MILES
000.25
EVENT
LAUNCH
T-COUNT
02 38 17
LAUNCH
60
Space Transportation System
Solid
Rocket
Booster

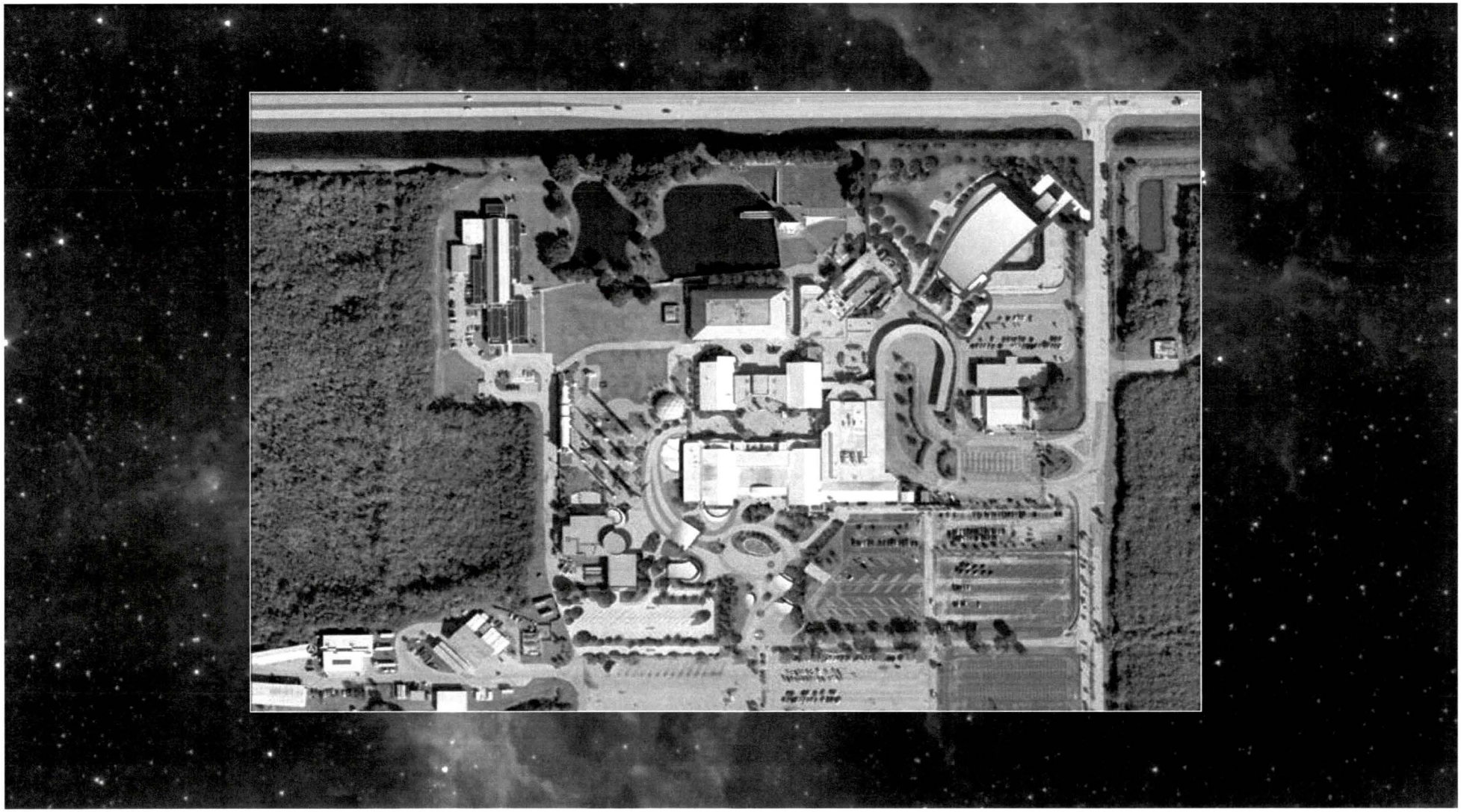


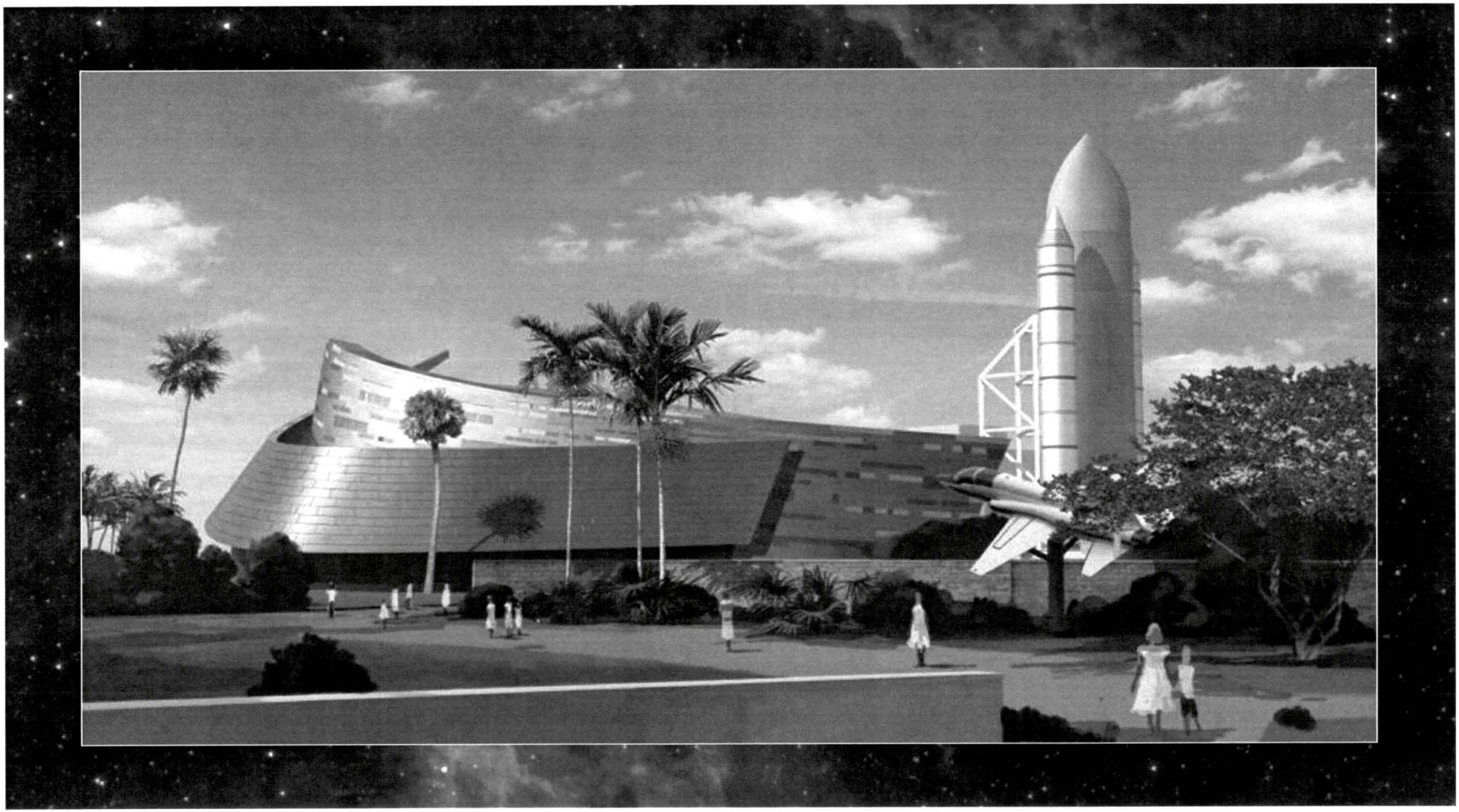


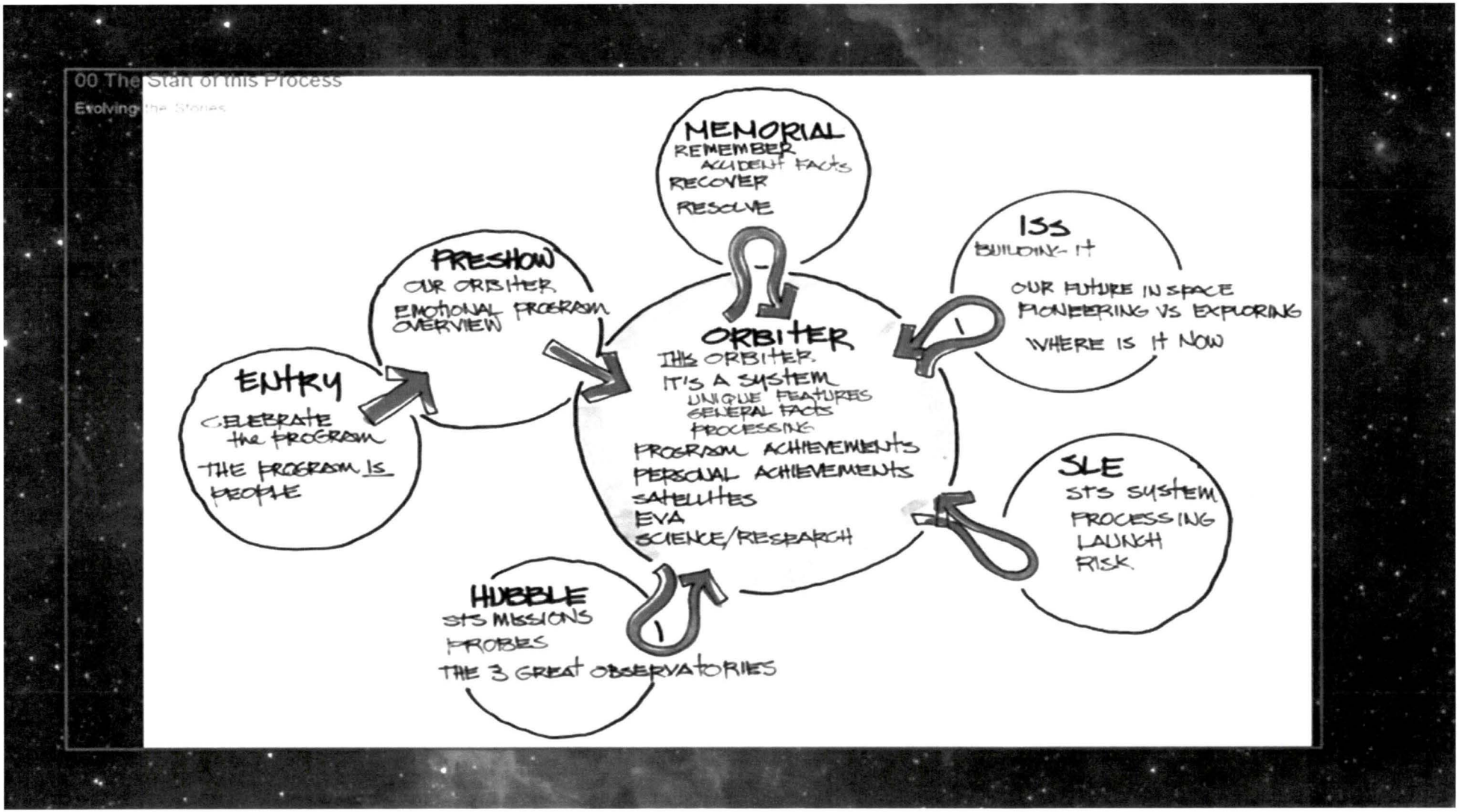


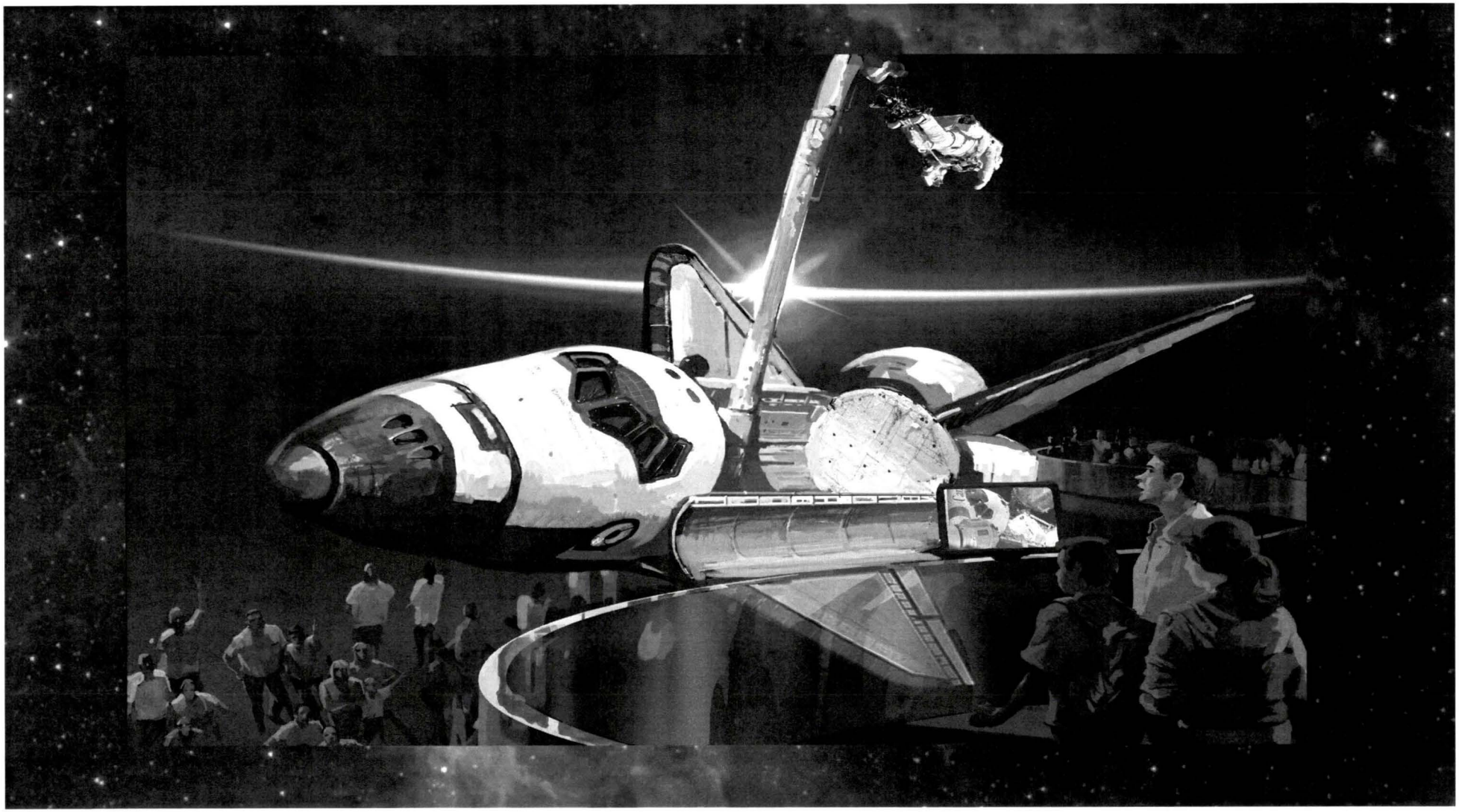

WILL CALL
"We choose to go to the moon
in this decade and do the other things,
not because they are easy,
but because they are hard."
NASA

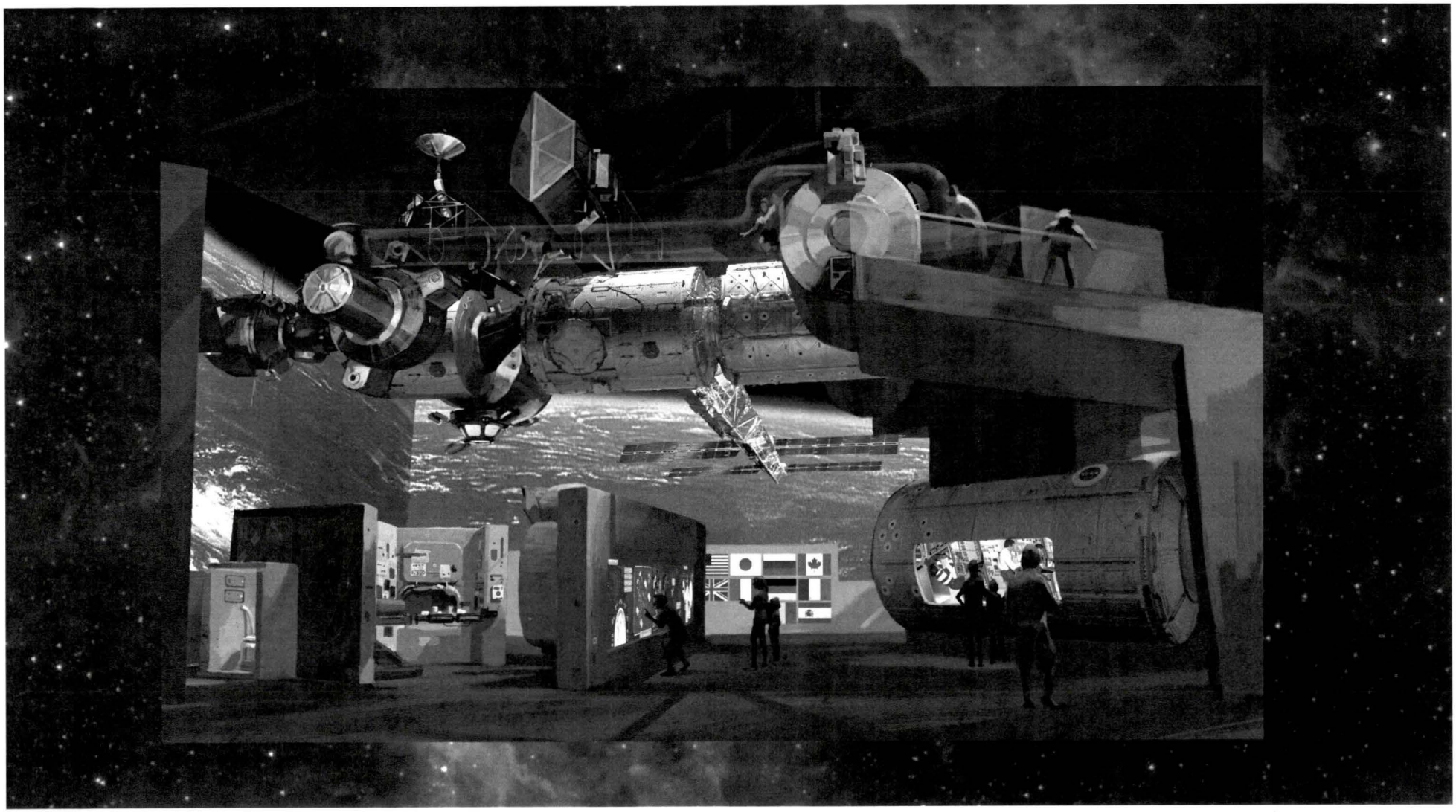

Voyagers
EXPLORE
NASA



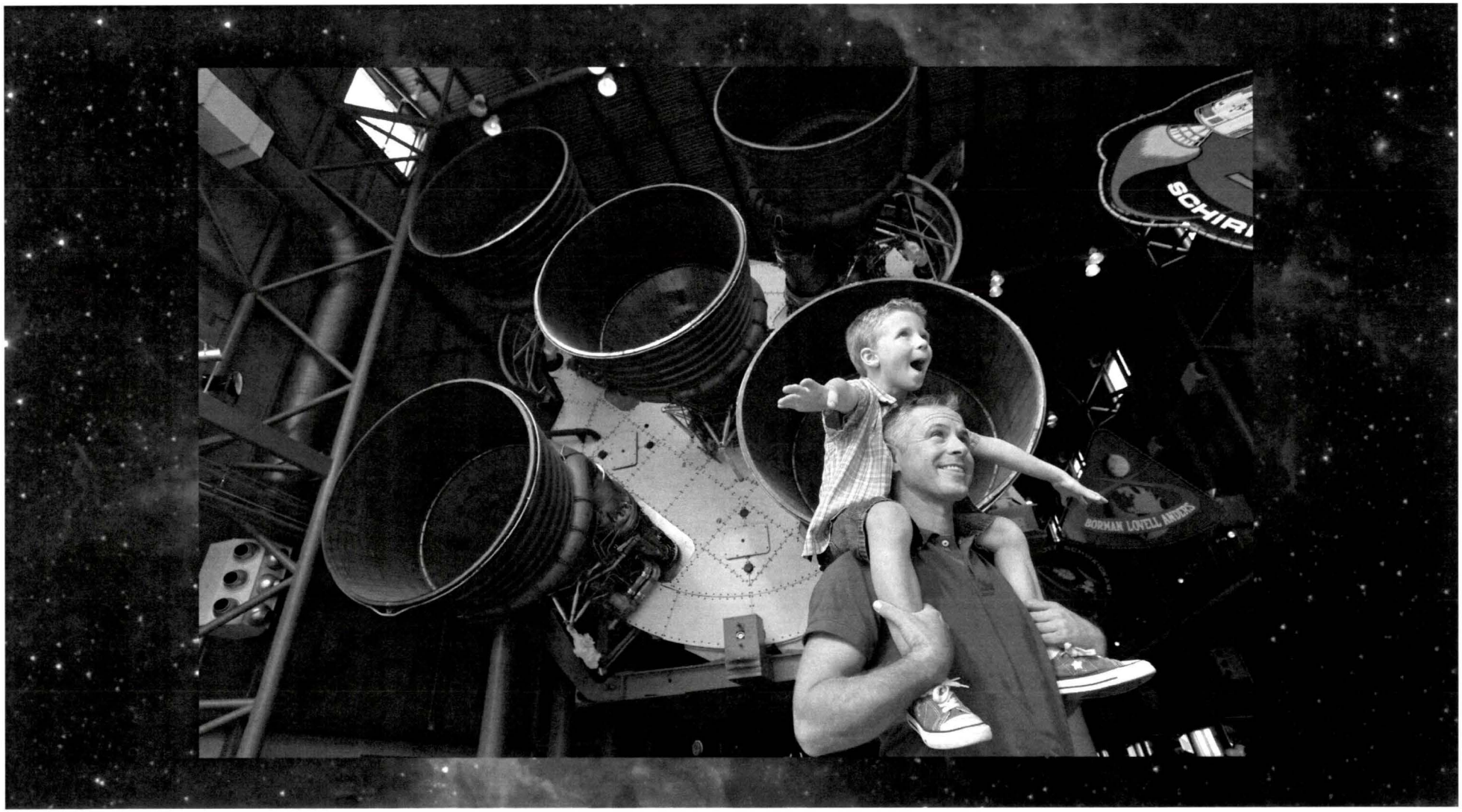


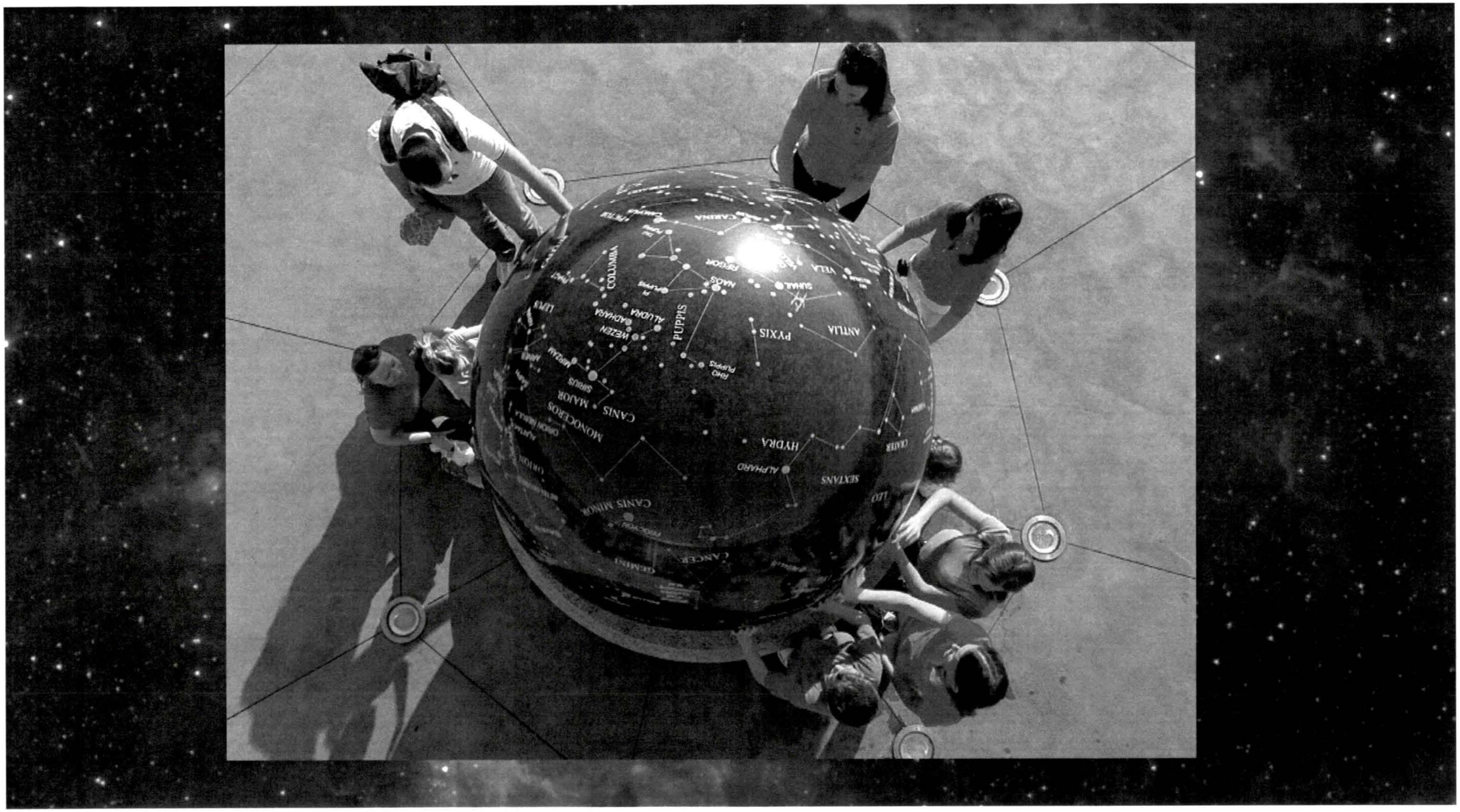

00 The Start of this Process
Evolving the Stories
MEMORIAL
REMEMBER
ACCIDENT FACTS
RECOVER
RESOLVE
PRESHOW
OUR ORBITER
EMOTIONAL PROGRAM
OVERVIEW
ISS
BUILDING IT
OUR FUTURE IN SPACE
PIONEERING VS EXPLORING
WHERE IS IT NOW
ENTRY
CELEBRATE
the PROGRAM
THE PROGRAM IS
PEOPLE
ORBITER
THIS ORBITER.
IT'S A SYSTEM
UNIQUE FEATURES
GENERAL FACTS
PROCESSING
PROGRAM ACHIEVEMENTS
PERSONAL ACHIEVEMENTS
SATELLITES
EVA
SCIENCE/RESEARCH
SLE
STS SYSTEM
PROCESSING
LAUNCH
RISK
HUBBLE
STS MISSIONS
PROBES
THE 3 GREAT OBSERVATORIES

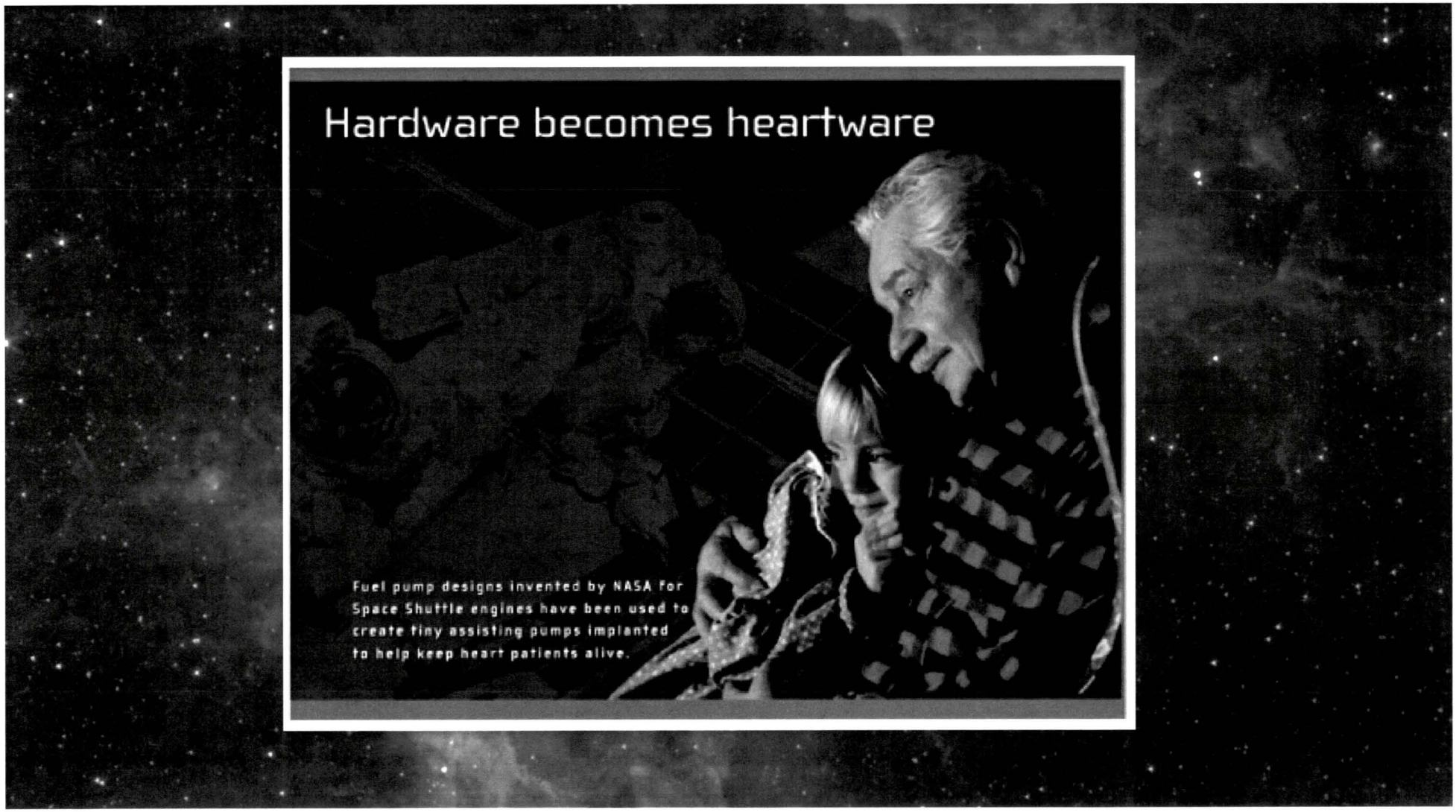




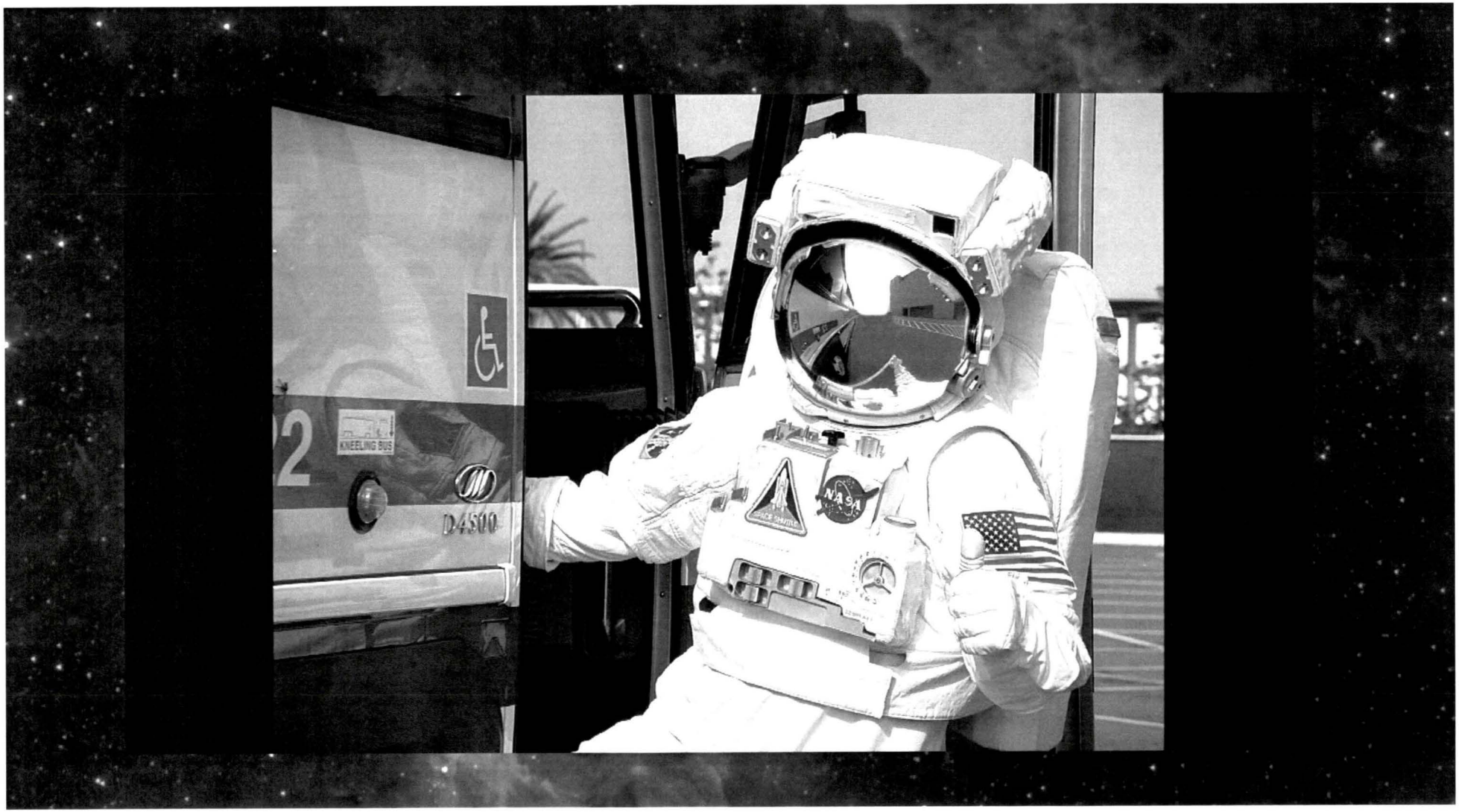

NASA
CONTROL CENTER


SCHIR
BORMAN LOVELL ANDERS


CARINA
COLUMBA
REGOR
VELA
NAOS
SUHAIL
PUPPIS
ALUDRA
ADHARA
WEZEN
PYXIS
ANTLIA
RHO PUPPIS
MIRZAM
SIRIUS
CANIS MAJOR
MONOCEROS
HYDRA
ALPHARD
SEXTANS
CRATER
LEO
CANIS MINOR
PROCYON
CANCER
GEMINI
ORION


Hardware becomes heartware
Fuel pump designs invented by NASA for Space Shuttle engines have been used to create tiny assisting pumps implanted to help keep heart patients alive.


KSC... A really BIG PLACE, with really BIG STORIES, really BIG ROCKETS,
and really BIG DREAMS for our future in SPACE


KNEELING BUS
D4500
NASA


NASA
Kennedy Space Center℠
VISITOR COMPLEX
We are all working together to…
LAUNCH THE DREAMS
OF
FUTURE EXPLORERS


WE NEED YOU
NASA
WE NEED YOU
to
Collaborate
Innovate
Stimulate
Inspire
Enable
and
Network
as
We Continue to Launch
the Future
of
KSC


REMEMBER
Don't just communicate...
FASCINATE
Thank You